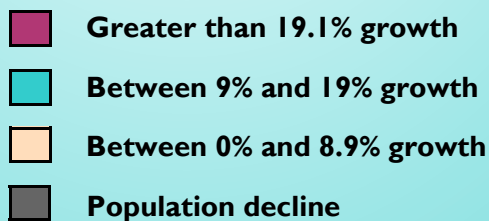
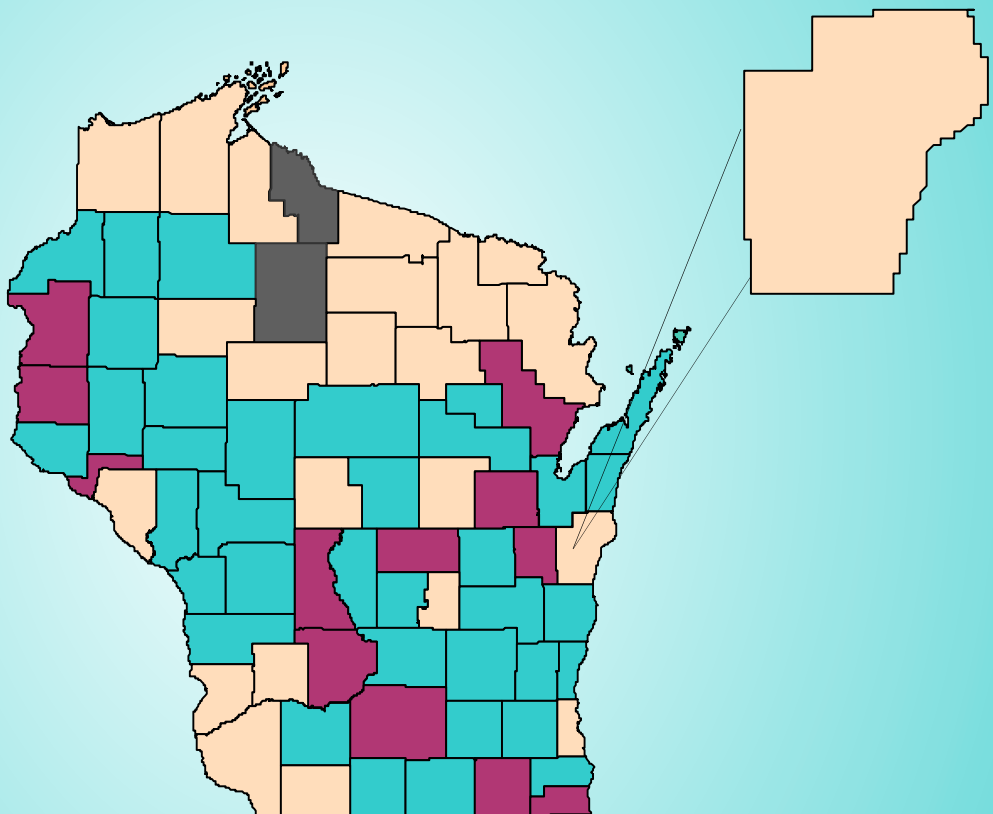


Manitowoc County Workforce Profile

Projected population growth from 2000 to 2020



Source: Wisconsin Department of Administration, Demographic Services Center.
Statewide population growth is projected to be 13.9 percent from 2000 to 2020.



County Population

The population of Manitowoc County continued to edge up in 2002, adding 1,038 residents since 2000 for a growth rate of 1.2 percent. The county's rate of growth continued to be less than either the state growth rate of 1.7 percent or the national rate of 2.0 percent. This relatively sluggish growth continues a decade-long trend when the county grew at just 3.1 percent, adding slightly less than 2,500 new residents to the county population. In contrast, Wisconsin grew at 8.5 percent and the United States added 8.7 percent to its population over the course of the 1990s.

Looking at the county's population from an even longer historical perspective, extending back to 1970, a number of interesting points can be made. Prior to 2002, when the county's population reached its highest peak, the previous peak in population occurred in 1980, and again in 2000, when the county's population was 82,887. In the interim, the county's estimated population has fluctuated significantly, growing over the course of the 1970s, and then declining during the 1980s, reaching an estimated 30-year low of 80,479 in 1989 before increasing again.

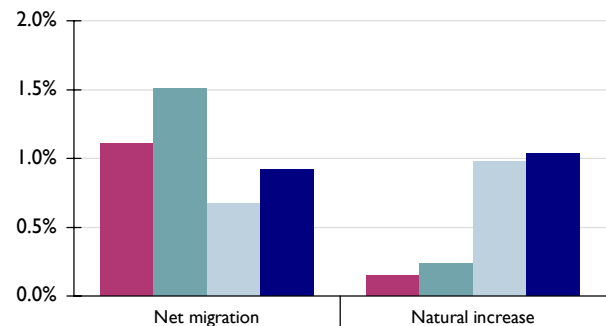
Population growth is a product of both natural growth (births versus deaths) and net migration. The current population of 83,925 represents a meager 2.0 percent increase since 1970. This sug-

Total Population

	April 2000 Census	January 1, 2002 estimate	Percent change
United States	281,421,906	286,923,000	2.0%
Wisconsin	5,363,701	5,453,896	1.7%
Manitowoc County	82,887	83,925	1.3%
Largest Municipalities			
Manitowoc, City	34,053	34,561	1.5%
Two Rivers, City	12,639	12,579	-0.5%
Kiel, City*	3,129	3,195	2.1%
Manitowoc Rapids, Town	2,520	2,530	0.4%
Newton, Town	2,241	2,279	1.7%
Kossuth, Town	2,033	2,086	2.6%
Schleswig, Town	1,900	1,945	2.4%
Two Rivers, Town	1,912	1,909	-0.2%
Cato, Town	1,616	1,634	1.1%
Meeme, Town	1,538	1,542	0.3%

* Manitowoc County portion only

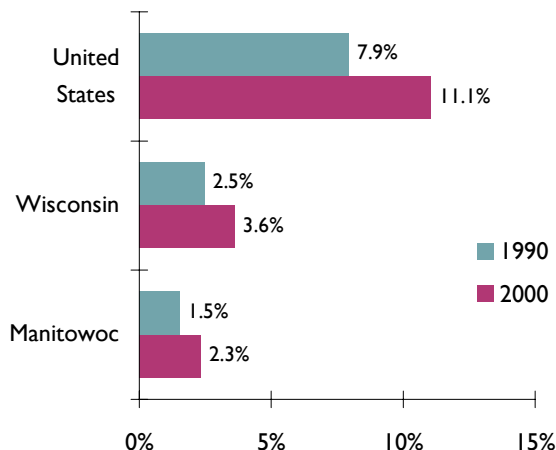
Net migration and natural increase



Manitowoc Co.	1.11%	0.15%
Non-metro WI	1.51%	0.24%
Metropolitan WI	0.67%	0.98%
United States	0.92%	1.03%

Source: Wisconsin DOA, Demographic Services Center & US Census Bureau

Share of Foreign-born Residents



Source: US Dept. of Commerce, Census 2000, Summary file-4, QT-P14

gests that the county's population has stagnated.

One area that stands out when looking at the source of population growth is the low percent of the population coming from births. Only 0.15 percent of the new population was born in the county since 2000 compared to 1.11 percent coming from people moving to the area. The natural increase in

(Continued on page 2)

Manitowoc County Workforce Profile

Population Projections by Age Groups in Manitowoc County

	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75+
2000																
Male	2,536	2,935	3,286	3,182	2,217	2,168	2,844	3,395	3,558	3,253	2,676	2,076	1,640	1,453	1,471	2,370
Female	2,310	2,856	3,148	3,043	1,924	2,107	2,609	3,287	3,375	3,047	2,571	2,110	1,731	1,709	1,756	4,244
2005																
Male	2,435	2,805	3,086	3,265	2,620	2,432	2,317	2,997	3,496	3,595	3,234	2,604	1,952	1,537	1,249	2,560
Female	2,342	2,559	3,009	3,024	2,498	2,144	2,200	2,705	3,348	3,388	3,016	2,539	2,050	1,644	1,566	4,358
2010																
Male	2,515	2,642	2,919	3,067	2,690	2,869	2,610	2,455	3,101	3,547	3,588	3,156	2,457	1,838	1,330	2,524
Female	2,421	2,550	2,668	2,892	2,484	2,759	2,246	2,292	2,766	3,370	3,357	2,983	2,473	1,953	1,515	4,270
2015																
Male	2,603	2,708	2,744	2,894	2,519	2,953	3,051	2,759	2,537	3,144	3,536	3,498	2,977	2,315	1,594	2,569
Female	2,507	2,618	2,655	2,560	2,371	2,745	2,868	2,337	2,344	2,783	3,335	3,317	2,904	2,357	1,803	4,150
2020																
Male	2,699	2,769	2,810	2,717	2,374	2,762	3,131	3,207	2,849	2,573	3,137	3,449	3,303	2,810	2,014	2,841
Female	2,595	2,680	2,723	2,546	2,097	2,624	2,848	2,970	2,390	2,359	2,754	3,296	3,231	2,771	2,181	4,350

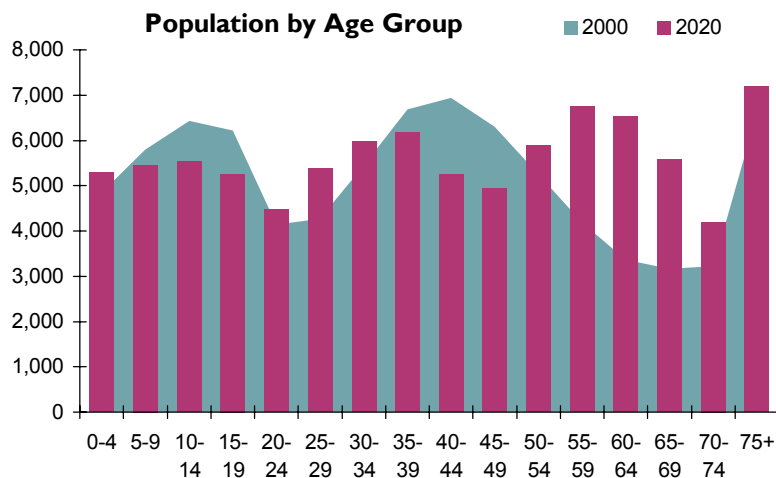
Source: Wisconsin Dept. of Administration, Demographic Services, October 2003

the county is below both the metro and non-metro areas of Wisconsin as well as the national average which was nearly 6 times greater. This is due in part to the higher median age in the county with a large portion of the population being past the prime child bearing years.

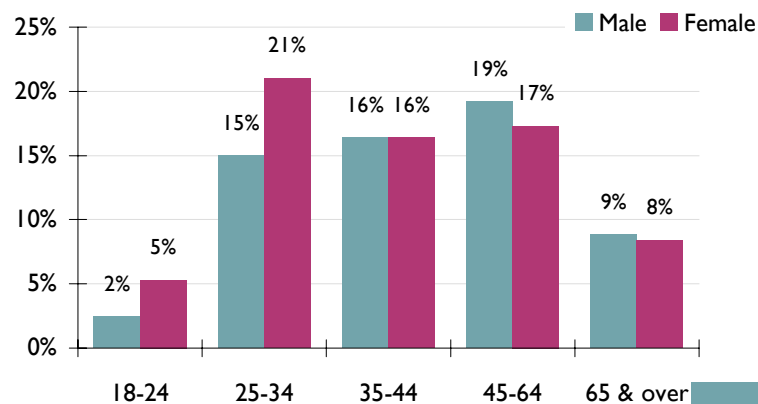
On the other hand, the county has been able to increase its population through net migration better than many of the metro areas in the state, although not as good as the rural areas have done.

Looking at the municipalities within the county, little change was reported over the last two years. Manitowoc and Two Rivers - the county's two largest municipalities experienced diverging growth patterns, with Manitowoc increasing 1.5 percent, while Two Rivers declined 0.5 percent.

The age distribution and projections are illustrated in the chart to the right and table at the top of the page. The median age of Manitowoc County in 2000 was 38.3 years, which is older than both the state or nation's median age. Based on the projections, there will be more residents reaching age 65 than age 18 sometime between 2015 and 2020.



Percent of age group with at least a Bachelor's degree in Manitowoc County



Source: US Dept. of Commerce, Census 2000, Summary file 4, QT-P20

Labor Force Characteristics

The labor force in a county is basically a subset of its population and therefore reflects the makeup of the county. By definition the labor force is made up of the population aged 16 and over (no end limit) that are currently working or actively seeking employment. Although in this publication we are looking at a single snapshot of the labor force at a given point of time, it should be noted that in reality the labor force size and the percent of workers actively participating varies considerably throughout the year to match the seasonality of the county's economy and the economic climate of the area.

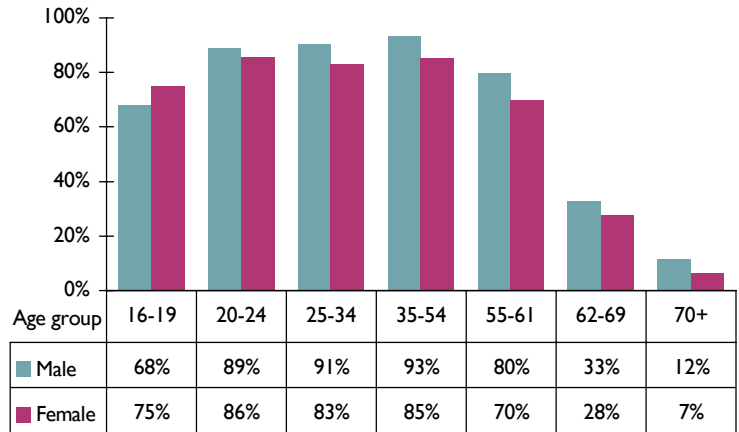
The participation rate of the labor force is the number of individuals of labor force age either looking for work or working, divided by the total number of residents of labor force age. The participation rate for the State of Wisconsin is 73 percent, while the nation is 66.9 percent. During the last decade, the participation rate for Wisconsin has been among the five highest states in the nation. Manitowoc County's participation rate is about midway between the state and nation at 69.6 percent. While the level of participation is neither good or bad, it does give some indication of the number of reserve workers in the county.

If you look at the chart on the upper right of this page, you will see that the participation rate varies between both men and women and also by age. Overall the participation rate has been higher for men than women, but this has been changing significantly during the last 50 years. Based on Census 2000 data, the participation rate was higher for women in the 16 to 19 age bracket in the county, however, it was lower in the other age groups. There are several social and economic reasons for this, but again this has been changing.

Like the population, the labor force is aging. During the next 20 years, there will be a larger portion of workers nearing or entering retirement than entering the labor force. This will change the type of employment needs in the community as more service industries will start in order to serve this older

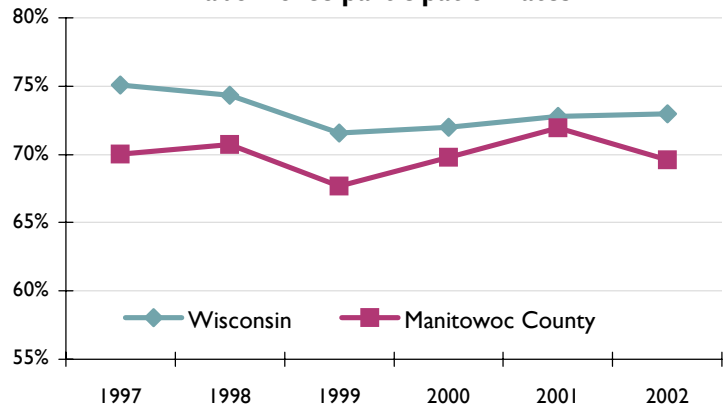
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Manitowoc Labor Force Participation by Age & Sex in 2000



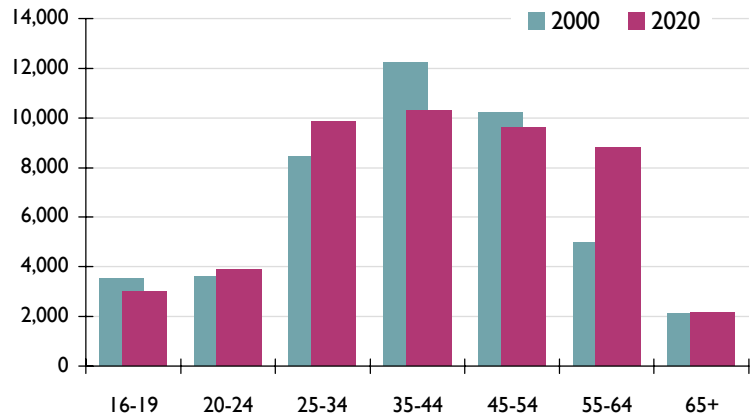
Source: US Dept. of Commerce, Census 2000, Summary file 4, PCT-79

Labor force participation rates



Source: WI DWD, Office of Economic Advisors, 2003

Labor Force by Age in 2000 & 2020 in Manitowoc County



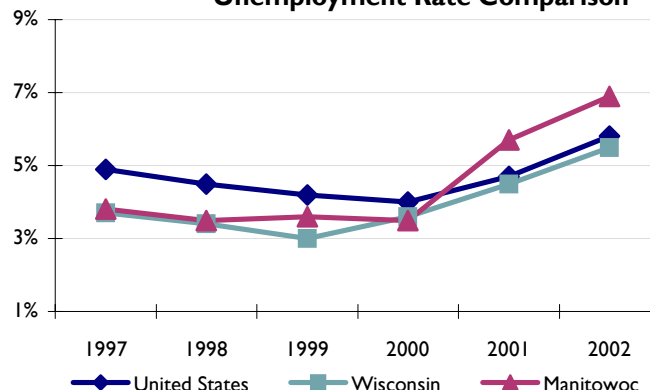
Source: DWD, Office of Economic Advisors, US Census, SF-4 (PCT-79), WI Demographic Services

Manitowoc County Workforce Profile

population. So not only will the businesses change, but the occupations. Part of this change will include fewer entry level workers to fill the jobs.

Manitowoc's unemployment rate has followed the state and national fairly closely the last five years. However, beginning in 2000 about the beginning of the economic downturn, it has exceeded both the state and nation. This has been reflected in both the size of the labor force, which declined in 2002, as well as the number employed and unemployed during the last two years.

Unemployment Rate Comparison



Manitowoc County Civilian Labor Force Data

	1997	1998	1999	2000	2001	2002
Labor Force	44,694	45,548	43,718	44,869	45,653	44,598
Employed	43,003	43,960	42,163	43,285	43,028	41,538
Unemployed	1,691	1,588	1,555	1,584	2,625	3,060
Unemployment Rate	3.8%	3.5%	3.6%	3.5%	5.7%	6.9%

Source: WI DWD, Bureau of Workforce Information, LAUS program, 2003

Occupations in demand

Most of the fastest growing jobs in the region require either an associate or bachelor's degree. This is quite different than the jobs that expect the most openings in area. The two lists are quite different in wages and training requirements.

Although there are fewer opportunities among the fastest growing occupations, they offer substantially higher wages, and are transportable to other regions of the state and country.

Many of the fastest growing occupations have a smaller number of positions in the area, so small growth results in a large percent increase for the field, while most of the occupations with greatest number of openings are already occupations with a large number of jobs in the area, so it is more difficult to maintain a high growth rate. One other major difference between the two lists is that list of the fastest growth measures only new positions, while the list with most openings contains both new openings as well as openings created by workers leaving the occupations.

Bay Area Region Occupation Projections: 2010

	Top Ten Occupations	Education & Training Typically Required*	Average Wage**
Fastest Growth	Computer Support Specialists	Associate degree	\$20.38
	Computer Soft Engrs Sysms Soft	Bachelor's degree	\$23.35
	Network Sysms/Data Comm Anal	Bachelor's degree	\$23.81
	Network/Computer Systems Admin	Bachelor's degree	\$22.13
	Computer Software Engrs Apps	Bachelor's degree	\$26.61
	Database Administrators	Bachelor's degree	\$21.75
	Personal and Home Care Aides	1-month or less training	\$8.44
	Medical Assts	1-12 mo. on-the-job training	\$11.51
	Medical Records/Health Info Techs	Associate degree	\$11.62
	Gaming Services Wrkrs	Postsecondary voc. trng	NA
Most Openings	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$7.38
	Cashiers	1-month or less training	\$7.50
	Retail Salespersons	1-month or less training	\$10.27
	Waiters/Waitresses	1-month or less training	\$7.11
	Registered Nurses	Bachelor's degree	\$21.98
	Customer Service Reps	1-12 mo. on-the-job training	\$14.56
	Truck Drivers/Heavy/Tractor-Trailer	1-12 mo. on-the-job training	\$17.61
	Labrs/Frght/Stock/Matr'l Movers/Hand	1-month or less training	\$10.64
	Office Clerks/General	1-month or less training	\$10.53
	Stock Clerks/Order Fillers	1-month or less training	\$11.33

* The most common way to enter the occupation, not the only way

** Wages from Occupation Employment Statistics survey responses for region, 2001

Bay Area WDA includes Brown, Door, Florence, Kewaunee, Manitowoc, Marinette, Menominee, Oconto, Shawano, and Sheboygan counties.

Source: WI DWD, Bureau of Workforce Information, 2002

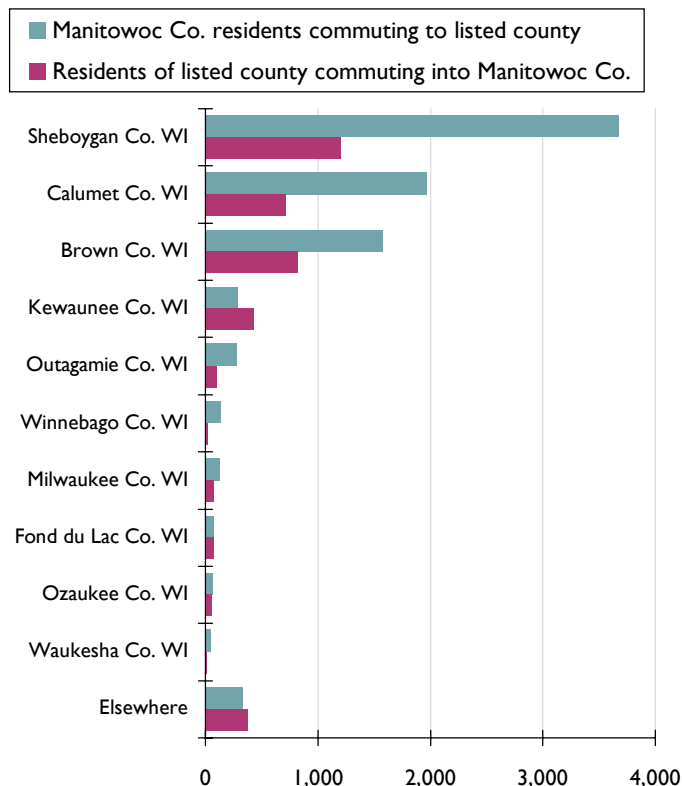
County Commuting Patterns

Commuting patterns are looked at during every census. Normally the patterns remain quite constant over the decade, although the numbers and percentage entering or leaving the county may change. Most of the patterns have developed over the decades based on the local economy, quality of life and other features in the community and only

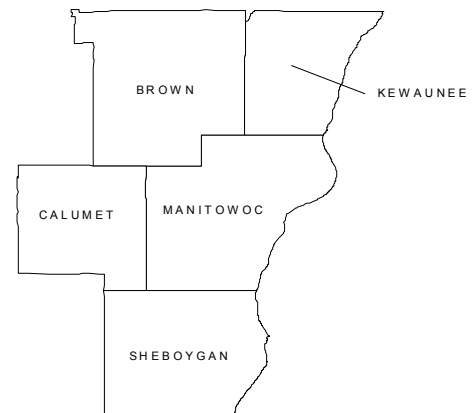
change dramatically if there has been a major shift in the region.

Manitowoc County is basically a net exporter of workers. Nearly 4,700 more workers leave the county than enter the county for work. The counties with the largest exchange of workers are generally those that are closest, and quite often offer more employment opportunities, or higher wages than can be found in Manitowoc.

The three counties gaining the most workers are all part of metropolitan statistical areas (MSA) in the state. Sheboygan county where the largest exchange of workers occurs is also the closest to the City of Manitowoc. The county loses nearly 2,500 workers to Sheboygan County. Calumet County is the next largest loss, with 1,255 workers going there. Calumet County is part of the Appleton/Oshkosh MSA. The county loses approximately another 750 workers to the Green Bay MSA. Kewaunee County has the largest net commute to Manitowoc sending 135 more workers to the county than it receives.



	Manitowoc Co. residents commuting to listed county	Residents of listed county commuting into Manitowoc Co.	Net gain or loss of workers
Sheboygan Co. WI	3,676	1,199	-2,477
Calumet Co. WI	1,968	713	-1,255
Brown Co. WI	1,575	818	-757
Kewaunee Co. WI	292	427	135
Outagamie Co. WI	281	100	-181
Winnebago Co. WI	136	21	-115
Milwaukee Co. WI	129	75	-54
Fond du Lac Co. WI	73	79	6
Ozaukee Co. WI	64	59	-5
Waukesha Co. WI	43	9	-34
Elsewhere	329	380	51



Source: US Dept. of Commerce, Census 2000, County-to-county worker-flow files

Industry Employment -

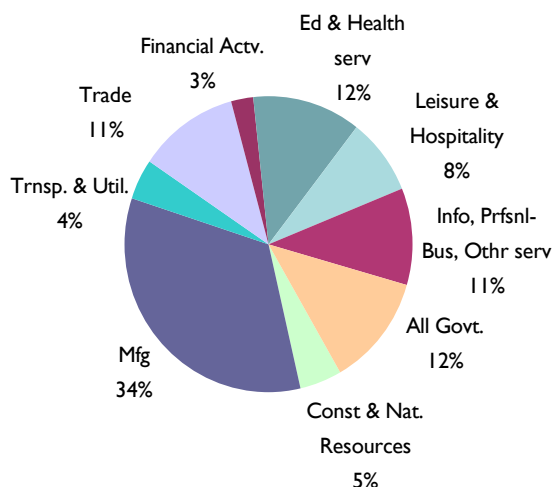
Introducing NAICS (North American Industry Classification System)

Starting with January 2003 employment data has been based on NAICS rather than SIC. Most labor market users are quite familiar with SIC (Standard Industrial Classification) system. The SIC system was developed in the 1930s as a measure of the nation's economy. The system has been revised nearly every ten years since that time, but it is still closely tied to manufacturing industries, as manufacturing represented nearly 50 percent of the economy then. The old SIC system not only emphasized manufacturing, but was also based on ownership rather than

output. If a manufacturer owned a store, it might be included with manufacturing employment rather than retail trade.

Since the inception of the SIC system, the nation's economic base has changed from manufacturing to service based. Currently less than 12 percent of the nation's nonfarm wage and salary employees are working for a business involved in the manufacturing process. About 34 percent of the county's workers are in the manufacturing sector, about triple the national average.

Manitowoc County Industry Distribution: 2002



Because of the change over in the classification system, there is not a direct crossover to make a simple comparison with previous years data. The table below shows an approximation of the differences in the classification systems. The new system places a stronger emphasis on the service sectors which have been growing faster than the goods producing sector during the last 30 years. This should provide planners and counselors better and more timely information on changes that have occurred in the community and to project future change.

Of significance are the creation of new sectors to provide employment data on the information indus-

(Continued on page 7)

2002 Industry Employment in Manitowoc County: A comparison of two classification systems

NAICS Super-sectors	Employment	Distribution	SIC Industry Divisions	Distribution
Construction, natural resources & mining	1,728	5%	Construction & Mining	4%
Manufacturing	12,332	34%	Manufacturing	36%
Transportation, warehousing & utilities	1,607	4%	Transportation, utilities & communication	6%
Trade (wholesale & retail)	4,203	11%	Wholesale trade	3%
			Retail trade	16%
Financial activities	933	3%	Finance, insurance & real estate	3%
Information, professional & business services, other services	3,862	11%	Services & misc (incl. agr, forestry, fishing)	22%
Education and health services	4,510	12%	Government	12%
Leisure & hospitality	3,056	8%		
Government	4,481	12%		

Source: WI DWD, Bureau of Workforce Information, Current Employment Statistics Program, March 2003

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try and the leisure and hospitality industry. These and other service sector jobs have shown more growth nationally and will most likely be sites of future employment growth in Manitowoc. Many of the positions in the service industries are professional jobs, and will require a higher percentage of college educated workers. In the meantime, manufacturing remains the primary source of employment

in the county. Five of the ten largest industry groups in the county are manufacturing. Also of the ten largest public and private employers in the county, five are from the manufacturing sector. Several of these employers have been affected by the economy and either have workers on lay off and in the case of Mirro Corporation, is in the process of closing.

Top 10 Industry Groups in Manitowoc County

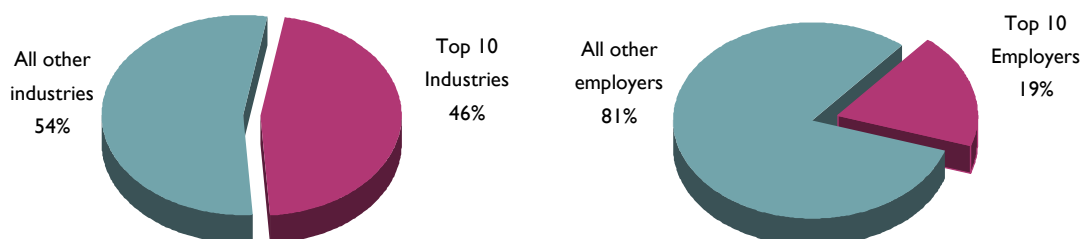
Industry Group	March 2003		Numeric change 2002 - 2003
	Employers	Employees	
Fabricated Metal Product Manufacturing	45	2,727	-166
Educational Services	15	2,602	-4
Food Services and Drinking Places	134	2,172	-32
Hospitals	*	*	*
Executive, Legislative, & Gen Government	33	1,527	23
Machinery Manufacturing	20	1,513	-359
Miscellaneous Manufacturing	*	*	*
Food Manufacturing	22	1,347	-10
Nursing and Residential Care Facilities	24	1,057	25
Transportation Equipment Manufacturing	6	946	-25

*data suppressed to maintain confidentiality

Top 10 Employers in Manitowoc County

Company	Product or Service	Size
Fisher Hamilton LLC	Laboratory apparatus and furniture manufacturing	1000 +
Holy Family Memorial Group	General medical & surgical hospitals	1000 +
Newell Operating Co. (Mirro)	Kitchen utensil, pot, and pan manufacturing	500-999
Manitowoc Public School Dist.	Elementary & secondary schools	500-999
County of Manitowoc	Executive & legislative offices, combined	500-999
Federal-Mogul Piston Rings, Inc.	Carburetor, piston, piston ring, and valve manufacturing	500-999
Parker Corp.	Fluid power valve and hose fitting manufacturing	250-499
City of Manitowoc	Executive & legislative offices, combined	250-499
Aurora Medical Center of Manitowoc	General medical & surgical hospitals	250-499
Manitowoc Co., Inc.	AC, warm air heating equip.and commercial/industrial refrigeration eq	250-499

Share of jobs with top 10 employers



Source: WI DWD, Bureau of Workforce Information, ES-202 special report, First quarter, 2003

Manitowoc County Workforce Profile

Manufacturing employs the largest percent of workers of all of the industry sectors in the county. As a consequence, it also provides the largest share of wages in the county. Nearly 40 percent of all wages in the county come from manufacturing employment, an amount in excess of \$400 million annually. The total wages paid in the county declined 3.6 percent between 2001 and 2002.

The average annual wages in most industry sectors were below the statewide average. The overall wage average of all industries is 92 percent of the state's average annual wage. The industry sector where wages are substantially below the state average is the "financial activities" sector, which provides just under three percent of the county's jobs.

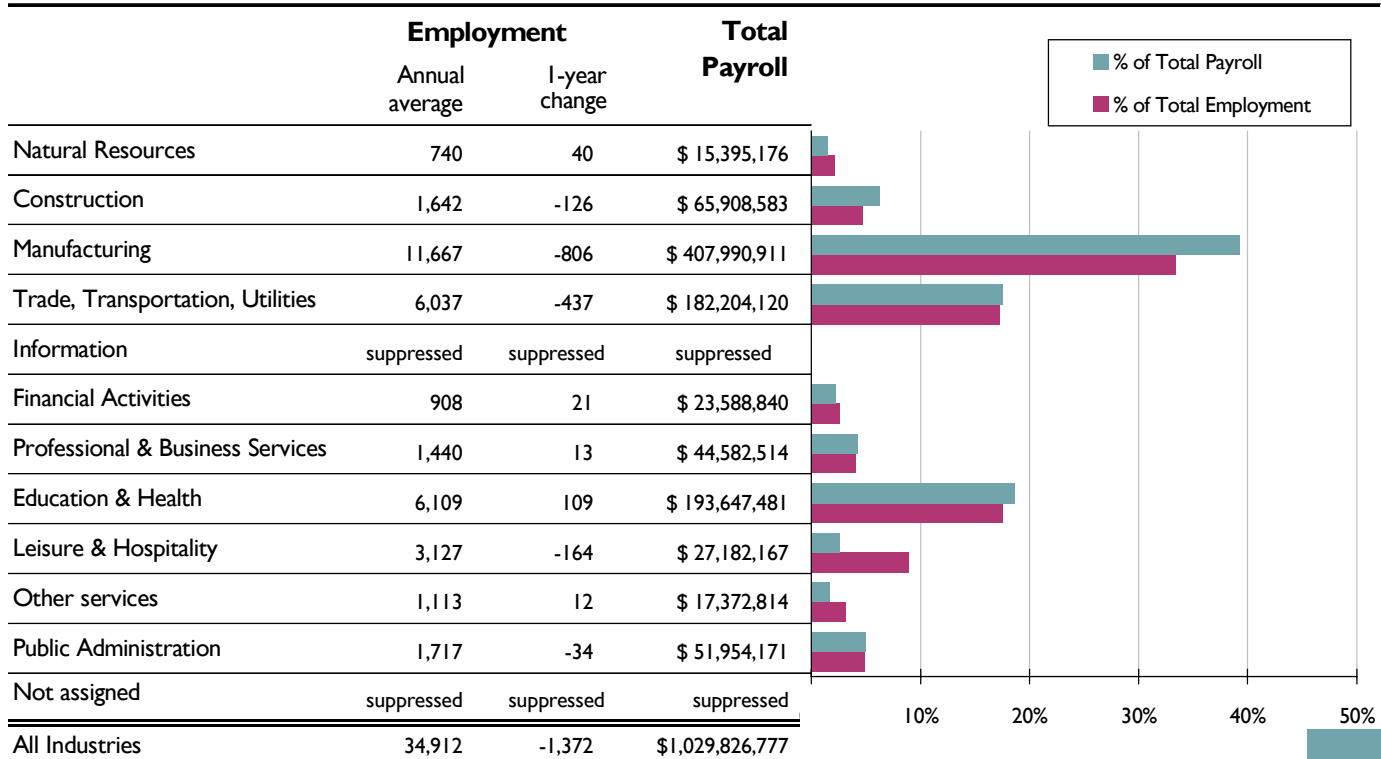
Average Annual Wage by Industry Division in 2002

	Average Annual Wage		Percent of	1-year
	Wisconsin	Manitowoc County	Wisconsin	% change
All Industries	\$ 32,422	\$ 29,757	92%	3.4%
Natural resources	\$ 25,481	\$ 20,804	82%	1.7%
Construction	\$ 39,649	\$ 40,139	101%	0.1%
Manufacturing	\$ 40,584	\$ 34,970	86%	3.1%
Trade, Transportation, Utilities	\$ 28,422	\$ 30,181	106%	9.8%
Information	\$ 38,871	suppressed	suppressed	suppressed
Financial activities	\$ 40,337	\$ 25,979	64%	6.6%
Professional & Business Services	\$ 36,324	\$ 30,960	85%	-8.4%
Education & Health	\$ 33,768	\$ 31,699	94%	4.4%
Leisure & Hospitality	\$ 11,837	\$ 8,693	73%	1.6%
Other services	\$ 19,500	\$ 15,609	80%	1.1%
Public Administration	\$ 33,769	\$ 30,259	90%	2.4%

Source: WI DWD, Bureau of Workforce Information, Covered Employment & Wages, August 2003

While there was a net loss of jobs between 2001 and 2002, there were some increases in employment in financial services, business services and the education and health fields. These areas will most likely to continue to grow, while there may be continuing declines in some of the other sectors.

2002 Employment and Wage Distribution by Industry in Manitowoc County



Source: WI DWD, Bureau of Workforce Information, Covered Employment and Wages, August 2003

Per Capita Personal Income

Per capita personal income (PCPI) includes income from wages and self-employment, assets (dividends, interest, rent), and transfer payments (social security, insurance, welfare, pensions) divided by mid-year total population estimates.

The majority of PCPI in Manitowoc comes from net earnings, with smaller percentages coming from dividends, interest payments and transfer payments. The slightly higher than average percent of income coming from transfer payments may be related to a

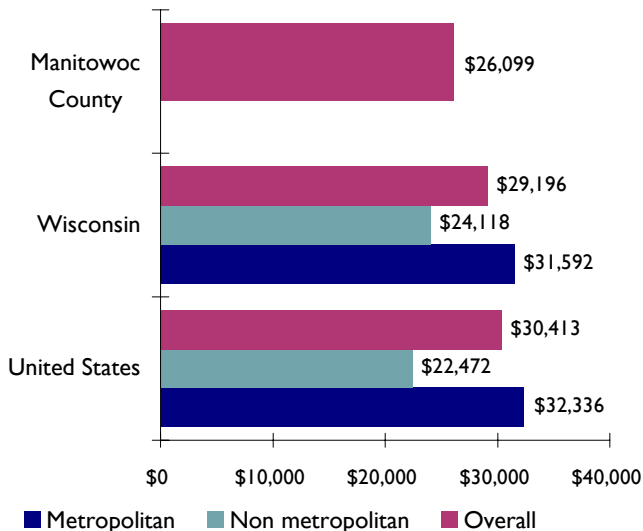
higher portion of retired age residents in the county.

The PCPI in Manitowoc County of \$29,099 is below both the state average by \$3,197 and the nation by \$3,014. During the last year, the percent of increase of PCPI in the county was slightly higher than in the nation, but below the state's increase. During the last five years, the percent increase in PCPI in the county remained nearly five percent less than the state's and nation's increase.

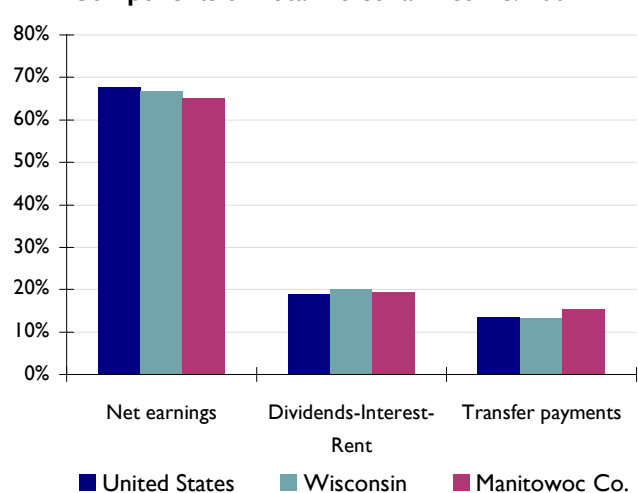
Per Capita Personal Income

	1996	1997	1998	1999	2000	2001	Percent Change	
							1 year	5 year
United States	\$24,270	\$25,412	\$26,893	\$27,880	\$29,760	\$30,413	2.2%	25.3%
Wisconsin	\$23,301	\$24,481	\$26,004	\$26,926	\$28,389	\$29,196	2.8%	25.3%
Manitowoc County	\$21,609	\$22,644	\$24,042	\$24,462	\$25,488	\$26,099	2.4%	20.8%

2001



Components of Total Personal Income: 2001



Source: US Dept. of Commerce, Bureau of Economic Analysis, State & Local Personal Income, May 2003, CAI-3, CA05

WWW addresses of source data

Wisconsin population estimates and projections:

<http://www.doa.state.wi.us/dir/index.asp>

Education levels of population, labor force participation rates, commuting patterns:

<http://www.census.gov/main/www/cen2000.html>

Labor force estimates (employed and unemployed), industry employment, average annual wages:

<http://www.dwd.state.wi.us/lmi/>

Occupations in-demand:

http://www.dwd.state.wi.us/lmi/wda_map.htm

Per Capita Personal Income:

<http://www.bea.gov/bea/regional/reis>

Profile author:

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